

Message Text

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14

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 AID-05 CIAE-00 COME-00 FRB-03

INR-07 NSAE-00 USIA-06 TRSE-00 XMB-02 OPIC-03 SP-02

CIEP-01 LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-04

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PASS AGRICULTURE

E.O. 11652: N/A

TAGS: ETRD, EAGR

SUBJECT: CONGRESSIONAL HEARINGS ON COFFEE PRICE INCREASES

REF: STATE 44078

1. CLOSEST RETAIL SIZES ON DANISH MARKET TO ONE POUND AND SIX OUNCE PACKS ARE ONE-HALF KILO (1.1023 U.S. LBS.) AND ONE-QUARTER KILO. CANNED COFFEE COMPRISES ONLY 8 PERCENT OF CONSUMER SALES WITH VACUUM BAG PACK MAKING UP LARGEST PART. JARS ARE NOT USED FOR REGULAR-TYPE COFFEE.

2. FOLLOWING ARE RETAIL PRICES FOR REQUESTED PERIODS:

JUNE 1975 FEB. 1976 PERCENT INCREASE

(DANISH KRONER PER UNIT)

BRAZILIAN-TYPE COFFEE

ONE-HALF KILO VACUUM BAG	12.95	15.75	22
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ONE-QUARTER KILO " "	6.60	8.00	21
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ONE-HALF KILO CAN	13.95	16.75	20
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COLOMBIA-TYPE COFFEE

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ONE-HALF KILO VACUUM BAG 14.60 16.95 16

ONE-QUARTER KILO " " 7.45 8.65 16

ONE-HALF KILO CAN 15.50 17.90 15

PRICES GIVEN IN DANISH KRONER ILLUSTRATE PRICE INCREASES BETTER THAN DOLLAR CONVERSION. RATES OF EXCHANGE JUNE 1975 AND FEBRUARY 1976 WERE 5.44 AND 6.14 KRONER TO U.S. \$1, RESPECTIVELY.

3. PRICES INCLUDE 15 PERCENT VAT APPLICABLE JUNE 1975 AND 9.25 PERCENT VAT APPLICABLE AT PRESENT (TEMPORARY VAT REDUCTION OF 5 PERCENT AT RETAIL LEVEL WAS MADE DUCV PERIOD SEPTEMBER 29, 1975 THROUGH FEBRUARY 29, 1976). IMPORT DUTY IS 7 PERCENT AD VALOREM.

4. BRAZILIAN FROST DAMAGE HAS NOT YET BEEN FULLY REFLECTED IN DANISH CONSUMER PRICES BECAUSE STOCKS HAVE BEEN LARGE AND BECAUSE MONOPOLY BOARD EXERCISES STRICT SUPERVISION OVER CONSUMER COFFEE PRICES, INCLUDING MARKETING OF INVENTORIES. HOWEVER, CURRENT FEBRUARY PRICES QUOTED ABOVE ARE NOT EXPECTED TO INCREASE UNTIL AFTER EASTER.
DEAN

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